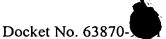
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ABSTRACT

A footwear/outerwear heater with a battery cord that includes one or more wires of a first type of wire having a relatively high conductivity, but relatively low tensile strength. The cord also includes one or more wires of a second type of wire having a relatively high tensile strength, but a relatively low conductivity. The wires are positioned adjacent to each other in a sequence where one or more wires of the first type of wire, are sandwiched between two wires of the second type of wire. In another embodiment of the invention, the two types of wire are arranged in concentric forms or braided together. The cord is connected to a heating element that includes a resistive layer positioned between a bottom conductive layer and a top conductive layer. The top conductive layer has multiple segments. Power is selectively applied to the segments to control the amount of heat generated by the heating element.